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No. 12

Soda That Will Please

If you want a bargain in Soda, here it is. The best Keg Soda, guaranteed to give satisfaction, 8 Pounds for only **25c**

Just Think of This Price

The old and reliable Arm & Hammer Soda, full pound packages. Always retails at 10c. Our special clearance price **5c** only.

Don't Be Astonished

Ladies' fine Nainsook Corset Cover, deep lace yoke, ribbon run. Nothing better for the extra special price of only **23c**

A Surprising Value

Nottingham Lace Curtains, attractive Patterns, over locked stitched edges, well finished. Extra value. Per pair **48c** only.

All Silk Ribbons

All 12 1/2c Ribbons, all 15c Ribbons and some 20c and 25c Ribbons will be offered during this clearance at per yard **10c** only.

Out They Go

Children's Dresses. Ages 2 to 6 years. Assorted kinds, made from a good grade of linen, trimmed yoke and sleeves. Each only **39c**

Special Semi-Annual Clearing Sale

Commences Saturday
July 22, 1916

A Pleasant Surprise To All

Closes Saturday
August 12, 1916.

The Peoples Supply Company, Lutesville, Mo.

For many months you have heard nothing but Higher Prices--Goods Advancing--Everything Going Sky High, until you are almost disgusted. An opportunity Once More to buy Seasonable goods at Bargain Prices, will be a pleasant surprise to you. Never before were people clamoring for lower prices, so much as they are today. Therefore, it will be well to practice "PREPAREDNESS" now by laying in an ample supply of the things you need, at this Sale.

Why Pay More?

Baking powder like everything else has advanced, but we own our present stock at the right price and will offer them during this sale at the very low price of 2 cans for only **15c**

Others Will Ask You More

But we want your business and will make the prices. Viking pure white Rolled Oats, guaranteed pure and fresh. 2 Cartons for **15c**

You Can't Beat This One No Matter where You Go

Newburg Twist Tobacco, grown in old Kentucky, and is one of the best Tobaccos we have ever sold. Regular 10c twist. 2 for **15c**

No Better Value Anywhere



A nice fine Japanese straw Matting, cotton warp, nicely stenciled, fine weave. A beautiful floor covering and specially priced during

this sale. Per yard **22 1/2c** only

Corsets at Half Price

One lot of Ladies' Corsets, assorted kinds and sizes. We are discontinuing the American Beauty \$1.00 Corsets and offer the odds and ends of this brand your choice for only **50c**

What Do You Think of This Bargain?

Men's broad brimmed Hats in a medium light gray or tan color, leather band. Clearance price each only **48c**

The Right Now Merchandise

Men's and young men's mesh knit Undershirts and Drawers in ecru and white. Most all sizes. Per garment only **23c**

You Can't Beat This One

Fine Swiss Embroidery Flouncing, 27 inches wide. Very dainty work for making baby dresses. Per yard only **22 1/2c**

Men and Young Men's All Wool Suits Much Underpriced



Our line of strictly all pure wool worsted and serge Suits are unequalled for style, fit, workmanship and durability, at anything like the price.

One lot Men and Young Men's cashmere Suits, dark mixtures and well made. If you are looking for a nice, showy, low priced Suit, see this one, it will surely please you. Per Suit only **\$6.95**

One lot light colored cashmere Suits, strictly all wool, coat perfect fitting, made with padded shoulders and serge lining, one of our regular \$15 values. We are going to discount-handling this Suit, and will close-out for **\$9.75**

One lot of fancy, all wool worsted Suits, assorted shades and patterns. Coats made up with full padded shoulders and venetian lined. Our regular \$14 and \$15 values. Very special. Clearance sale price per Suit only **\$11.75**

One lot of high grade strictly all wool, fine twilled, blue serge Suits. Perfect fitting coats, with hair cloth fronts and full padded shoulders. Pants with belt loops, side buckles and two inch turn up bottoms, \$16 and \$17 values for **\$12.75** only.

Trunks and Suit Cases Specially Priced

Vacation time is here and of course you will want to buy a Trunk or a Suitcase, and naturally you will want to buy where you can get the best value for the least money. Don't fail to see these values; they will interest you.

Solid Fiber Suitcase, well made, strong and durable, reinforced corners, round handle. A good wearing case at a real **80c** Bargain. Special Clearance price, each only.

Solid Fiber Suitcase, 24 inches long with straps all around. Non pull out handle, reinforced corners. The usual \$1.50 value. Our special Clearance Sale price each only **\$1.15**

Extra Quality Fiber Suitcase, strongly made, well finished, strong reinforced corners, good lock and key. Our \$2.50 value. Clearance Sale price each only **\$1.98**

Small sized Trunk, zinc covered, flat top, good lock and key, inside tray. Special Clearance price only **\$1.50**

A 32-inch Trunk, zinc covered, heavy metal corners, strong lock and key. A well finished trunk with inside tray. Regular price \$3.25. Our special Clearance price only **\$2.85**

A 34-inch Trunk, metal covered, heavy metal corners, strong lock, leather straps and buckles. A good, roomy trunk at a very moderate price. Regular price \$4.25. Our special Clearance Sale price only **\$3.58**

PREPARE FOR

Lutesville's Big Annual Picnic

AUGUST 11 and 12

SUPPLY YOUR NEEDS AT THIS SALE

Clearance Sale of Piece Goods

You should read every item listed here so as to gain some idea as to what this Clearance Sale may mean to you. The goods offered are the best to be had for the money and surely will please.

One lot of staple, check, Gingham, short lengths. Comes in assorted size checks and assorted colors such as pink, blue, brown etc. Clearance price per yard only **5 1/2c**

One lot of Toile De Nord and fancy Dress Gingham, nearly all light shades, and all neat patterns. Regular 12 1/2c and 15c values. Special Clearance Sale price, per yard only **11 1/2c**

One lot of fancy, flowered, Batiste, large and small designs, neat attractive patterns. The usual 12 1/2c and 15c sellers. Special Clearance Sale prices per yard only **9 1/2c**

One lot of Palm Beach Cloth in white and linen color. Very popular for Ladies Skirts and Suits. One of our biggest sellers this season. Clearance Sale price per yard **22 1/2c**

One lot of plain white, and solid colored Velvets. The wanted dress goods for hot weather wear. An excellent value. 36 inches wide. Per yard only **22 1/2c**

One lot Canton Silks, assorted colors in blue, tan etc. Will wear and give excellent satisfaction. Makes dainty Waists and Dresses. Our special Clearance Sale price, per yard **22 1/2c**

One lot of Striped Silk Waistings. Light ground with pink green and black stripes. Very dainty. An unusual good value at a very low price. Clearance Sale price per yard only **50c**

One lot of Silk Poplins, in blue and black only. Full 36 inches wide. The much wanted material for making Ladies separate Skirts and Suits. Clearance Sale price per yard **95c**

All Kinds of Shoes at Reduced Prices



Our Shoe stock is so large and so varied that it is impossible to quote prices on all, but wish to say that our entire Shoe stock will be on sale at reduced prices and it will pay you well to see our line before you buy. Remember all Star Brand Shoes are made of all leather, no substitutes of any kind are used in Star Brand Shoes, therefore you can rest assured that **STAR BRAND SHOES ARE BETTER**

Good Roasted Coffee at Clearance Prices

Everything we sell in this line is sold under a positive guarantee. If not perfectly satisfactory in every respect, return the goods and your money will be cheerfully refunded.

OUR LEADER—A good roasted Coffee with very few bad grains, good flavor and can not be duplicated anywhere at the price. A 15c retailer everywhere. Our special Clearing Sale price only **12 1/2c**

DINNER BELL COFFEE—A choice Rio roasted Coffee, thoroughly cleaned and sifted. Excellent flavor, making it one of the best low priced coffees on the market today. A regular 20c value. Our special Clearance price per pound only **17c**

PEABERRY COFFEE—The old reliable small oval plump grain, always sells at 25c and gives the best of satisfaction to everybody. Try it and you will buy it. Per pound only **20c**

FARMER'S FRIEND—A very fine washed Mexican Coffee. Not a bad grain in it. If you want a strictly high grade Coffee here it is. A 30c seller. Our special Clearance price only **25c**

Boys' Knickerbocker Suits At Bargain Prices

We have only a limited number of Boys' Suits to offer in this Sale, in an assorted lot, sizes 8 to 17 years, ranging in price from \$2.25 to \$4.98. You will find these Suits much under the present market price, and you will find it worth while to investigate these bargains before you buy.

Ladies' Skirts At Less Than 50c on the Dollar

One lot of Ladies' Skirts, held over from last season, and we are not going to keep them any longer so out they go. Your choice of these \$1.50 skirts for **\$1.48** only.

Right Now Is The Time

To buy your Fruit Jars. We will offer you Mason's quart glass Fruit Jars during this clearance, or while the present supply lasts, at the very low price of **65c** per dozen only.

You Can't Beat It If You Would Try

Men's and young men's four in hand dainty waist ties. Just the thing for summer wear. Clearance price each **15c**

Men's Work Shirts

Men's blue Work shirts, assorted sizes, good value. Manufacturers prices go up but our prices go down. Special clearance price each only **39c**

Men's Pants Specially Priced

Men's and young men's all wool filled light gray Pants made with tunnel belt loops. An unusual good pant at the price. Special clearance sale price per pair only **\$1.58**

Ladies' Muslin Gowns

Made from a good grade of fine bleached Muslin, nicely lace trimmed neck and sleeves. We will offer these extremely good values during this sale at the very low price of **48c**

Can You Beat This Price

Ladies' fine white Petticoats, made from a good grade of fine bleached cambric, with a nice lace insertion flounce. A very desirable garment. Our special clearance price each **40c** only.

How About This One?

Ladies' House Dresses assorted styles and colors. Made from a good grade of Percale, Linen, etc. Regular \$1.25 and \$1.50 sellers. Our special clearance price each only **69c**